



KSAT 12 TV

ORDER

Print Date 10/18/12 Page 1 of 3

Flight Dates 10/18/12-11/06/12

Contract / Revision 262514 /

Original Date / Revision
10/18/12 10/18/12

Advertiser Pol-St Sen D21-D-J. Zaffirini

New till 12/28/08

Agency Davis Group, The

Buying Contact

4201 Bee Cave Road, Suite C-101
Austin, TX 78764

Product

J ZAFFIRINI CAMPAIGN

Agency Com 15%

Billing Contact

4201 Bee Cave Road, Suite C-101
Austin, TX 78764

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1359

Alt Order # 06380718

Billing Type Cash

Order Type GENERAL

Billing Cycle WEEKLY

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Heather Uttley

Account Executive	Order%	Start Date	End Date
Heather Uttley	100%		

Order Share 100% Market Value 49400

Competing Station	% of Order	Amount
KABB	%	0
KCWX	%	0
KENS	%	0
KMYS	%	0
KRRT	%	0
NSAT	%	0
WOAI	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$19,975.00	\$23,500.00	0.00	10/15/12	10/21/12	10	\$9,095.00	\$10,700.00
November 2012	23	\$22,015.00	\$25,900.00	0.00	10/22/12	10/28/12	10	\$10,880.00	\$12,800.00
Totals	43	\$41,990.00	\$49,400.00	0.00	10/29/12	11/04/12	17	\$16,405.00	\$19,300.00
					11/05/12	11/11/12	6	\$5,610.00	\$6,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	KSAT	10/19/12	10/19/12	GMSA- 6 AM GMSA- 6 AM	CM	M-F 6-7am	----1--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ----1-- 1 \$800.00 0.00															
2	KSAT	10/22/12	10/23/12	GMSA- 6 AM GMSA- 6 AM	CM	M-F 6-7am	11-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
3	KSAT	10/29/12	11/02/12	SIGN-ON TO SIGN-OFF Sign-on to Sign-off	CM	sign on/sign off	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
4	KSAT	10/19/12	10/19/12	GMA- 7 AM GMA	CM	M-F 7-9a	----1--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
5	KSAT	10/22/12	10/23/12	GMA- 7 AM GMA	CM	M-F 7-9a	11-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
6	KSAT	10/30/12	11/02/12		CM	M-F 7-9a	-1111--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00



KSAT 12 TV

Print Date: 10/18/12

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Contract / Revision **262514** Flight Dates **10/18/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser **Pol-St Sen D21-D-J. Zaffirin** Product **J ZAFFIRINI CAMPAIGN**

Estimate # **1359**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				GMA- 7 AM GMA											
7	KSAT	10/20/12	10/20/12	GMA- SAT 7AM GMA- SAT 7AM	CM	Sat 7-8A	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$300.00		0.00			
8	KSAT	10/19/12	10/19/12	News- 6PM News- 6PM	CM	M-F 6-630p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,500.00		0.00			
9	KSAT	10/22/12	10/23/12	News- 6PM News- 6PM	CM	M-F 6-630p	MT-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,500.00		0.00			
10	KSAT	10/29/12	11/02/12	News- 6PM News- 6PM	CM	M-F 6-630p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$1,500.00		0.00			
11	KSAT	10/19/12	10/19/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	----1--	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$2,800.00		0.00			
12	KSAT	10/22/12	10/23/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	11-----	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
13	KSAT	10/29/12	11/01/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	MTWT---	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---					3	\$2,200.00		0.00			
14	KSAT	10/20/12	11/03/12	SAT Late News LATE SAT Late News LATE	CM	Sat 10:30-1105P	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----1-					1	\$1,000.00		0.00			
15	KSAT	10/21/12	11/04/12	SUN Late News KSAT Sun 10pm News	CM	Sun 10-1030P	-----1	:30	1	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	-----1					1	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	-----1					1	\$2,000.00		0.00			
16	KSAT	11/05/12	11/05/12	News- 6PM News- 6PM	CM	M-F 6-630p	1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
17	KSAT	11/05/12	11/05/12	Late News- 10PM Late News- 10PM	CM	M-F 10-1035pm	1-----	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,800.00		0.00			
18	KSAT	11/05/12	11/05/12	GMSA- 6 AM GMSA- 6 AM	CM	M-F 6-7am	1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$800.00		0.00			



Estimate # **1359**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>	
													Spots	Amount
18	KSAT	11/05/12	11/05/12	GMSA- 6 AM GMSA- 6 AM	CM	M-F 6-7am	1-----	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
19	KSAT	11/05/12	11/05/12	GMA- 7 AM GMA	CM	M-F 7-9a	1-----	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1		\$800.00		0.00				
20	KSAT	11/05/12	11/05/12	GMSA- 5 AM GMSA- 5 AM	CM	M-F 5-530am	1-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1		\$300.00		0.00				
21	KSAT	11/06/12	11/06/12	GMSA- 5:30 AM GMSA- 5:30 AM	CM	M-F 530a-6a	-1-----	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-1-----		1		\$400.00		0.00				
N22	KSAT	10/20/12	10/27/12	GMSA- SAT 6AM GMSA- SAT 6AM	CM	Sat 6-7A	-----S-	:30	1	\$250.00	P-2	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1		\$250.00		0.00				
	Week:	10/22/12	10/28/12	-----S-		1		\$250.00		0.00				
N23	KSAT	10/21/12	10/28/12	GMSA- SUN 6AM GMSA- SUN 6AM	CM	Sun 6-7A	-----S	:30	1	\$250.00	P-2	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1		\$250.00		0.00				
	Week:	10/22/12	10/28/12	-----S		1		\$250.00		0.00				
N24	KSAT	10/19/12	10/19/12	Late News- 10:35PM Late News- 10:35PM	CM	M-F 10:35-11:05P	----F--	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	----F--		1		\$1,000.00		0.00				
Totals													43	\$49,400.00

**SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE**

CONTRACT NO. 262514

1. THE NAME OF THE CANDIDATE IS: Judith Zaffirini

2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Texas Senate Dist. 21 in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS

Senator Judith Zaffirini Campaign

4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS

Vicente Garza

5. THE CONTACT PERSON FOR THE PURCHASER IS:

Mecnah Hulsen, The Davis Group
Name

4201 Bee Cave Rd., Suite C-101, Austin, TX 78764
Address

512-851-8500
Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

Vicente Garza

* The Treasurer is often the only top officer of a Candidate Committee.